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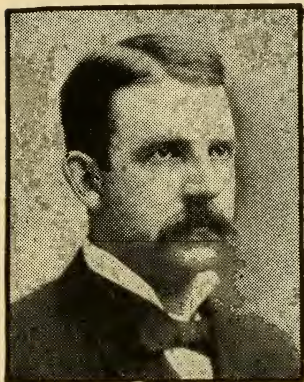
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Spalding's Athletic Library



A. G. SPALDING

Anticipating the present tendency of the American people toward a healthful method of living and enjoyment, Spalding's Athletic Library was established in 1892 for the purpose of encouraging athletics in every form, not only by publishing the official rules and records pertaining to the various pastimes, but also by instructing, until to-day Spalding's Athletic Library is unique in its own particular field and has been conceded the greatest educational series on athletic and physical training subjects that has ever been compiled.

The publication of a distinct series of books devoted to athletic sports and pastimes and designed to occupy the premier place in America in its class was an early idea of Mr. A. G. Spalding, who was one of the first in America to publish a handbook devoted to athletic sports, Spalding's Official Base Ball Guide being the initial

number, which was followed at intervals with other handbooks on the sports prominent in the '70s.

Spalding's Athletic Library has had the advice and counsel of Mr. A. G. Spalding in all of its undertakings, and particularly in all books devoted to the national game. This applies especially to Spalding's Official Base Ball Guide and Spalding's Official Base Ball Record, both of which receive the personal attention of Mr. A. G. Spalding, owing to his early connection with the game as the leading pitcher of the champion Boston and Chicago teams of 1872-76. His interest does not stop, however, with matters pertaining to base ball; there is not a sport that Mr. Spalding does not make it his business to become familiar with, and that the Library will always maintain its premier place, with Mr. Spalding's counsel at hand, goes without saying.

The entire series since the issue of the first number has been under the direct personal supervision of Mr. James E. Sullivan, President of the American Sports Publishing Company, and the total series of consecutive numbers reach an aggregate of considerably over three hundred, included in which are many "annuals," that really constitute the history of their particular sport in America year by year, back of which are even now eagerly sought for, constituting as they do really first authentic records of events and official rules that have been consecutively compiled.

When Spalding's Athletic Library was founded, seventeen years ago, track and field athletics were practically unknown outside the larger colleges and a few athletic clubs in the leading cities, which gave occasional meets, when an entry list of 250 competitors was a subject of comment; golf was known only by a comparatively few persons; lawn tennis had some vogue and base ball was practically the only established field

EDITORS OF SPALDING'S ATHLETIC LIBRARY

sport, and that in a professional way; basket ball had just been invented; athletics for the schoolboy—and schoolgirl—were almost unknown, and an advocate of class contests in athletics in the schools could not get a hearing. To-day we find the greatest body of athletes in the world is the Public Schools Athletic League of Greater New York, which has had an entry list at its annual games of over two thousand, and in whose "elementary series" in base ball last year 106 schools competed for the trophy emblematic of the championship.

While Spalding's Athletic Library cannot claim that the rapid growth of athletics in this country is due to it solely, the fact cannot be denied that the books have had a great deal to do with its encouragement, by printing the official rules and instructions for playing the various games at a nominal price, within the reach of everyone, with the sole object that its series might be complete and the one place where a person could look with absolute certainty for the particular book in which he might be interested.

In selecting the editors and writers for the various books, the leading authority in his particular line has been obtained, with the result that no collection of books on athletic subjects can compare with Spalding's Athletic Library for the prominence of the various authors and their ability to present their subjects in a thorough and practical manner.

A short sketch of a few of those who have edited some of the leading numbers of Spalding's Athletic Library is given herewith:



JAMES E. SULLIVAN

President American Sports Publishing Company; entered the publishing house of Frank Leslie in 1878, and has been connected continuously with the publishing business since then and also as athletic editor of various New York papers; was a competing athlete; one of the organizers of the Amateur Athletic Union of the United States; has been actively on its board of governors since its organization until the present time, and President for two successive terms; has attended every championship meeting in America since 1879 and has officiated in some capacity in connection with American amateur championships track and field games for nearly twenty-five years; assistant American director Olympic Games, Paris, 1900; director Pan-American Exposition athletic department, 1901; chief department physical culture Louisiana Purchase Exposition, St. Louis, 1904; secretary American Committee Olympic Games, at Athens, 1906; honorary director of Athletics at Jamestown Exposition, 1907; secretary American Committee Olympic Games, at London, 1908; member of the Pastime A. C., New York; honorary member Missouri A. C., St. Louis; honorary member Olympic A. C., San Francisco; ex-president Pastime A. C., New Jersey A. C., Knickerbocker A. C.; president Metropolitan Association of the A. A. U. for fifteen years; president Outdoor Recreation League; with Dr. Luther H. Gulick organized the Public Schools Athletic League of New York, and is now chairman of its games committee and member executive committee; was a pioneer in playground work and one of the organizers of the Outdoor Recreation League of New York; appointed by President Roosevelt as special commissioner to the Olympic Games at Athens, 1906, and decorated by King George I. of the Hellenes (Greece) for his services in connection with the Olympic Games; appointed special commissioner by President Roosevelt to the Olympic Games at London, 1908; appointed by Mayor McClellan, 1908, as member of the Board of Education of Greater New York.

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WALTER CAMP



For quarter of a century Mr. Walter Camp of Yale has occupied a leading position in college athletics. It is immaterial what organization is suggested for college athletics, or for the betterment of conditions, insofar as college athletics is concerned, Mr. Camp has always played an important part in its conferences, and the great interest in and high plane of college sport to-day, are undoubtedly due more to Mr. Camp than to any other individual. Mr. Camp has probably written more on college athletics than any other writer and the leading papers and magazines of America are always anxious to secure his expert opinion on football, track and field athletics, base ball and rowing. Mr. Camp has grown up with Yale athletics and is a part of Yale's remarkable athletic system. While he has been designated as the "Father of Foot Ball," it is a well known fact that during his college career Mr. Camp was regarded as one of the best players that ever represented Yale on the base ball field, so when we hear of Walter Camp as a foot ball expert we must also remember his remarkable knowledge of the game of base ball, of which he is a great admirer. Mr. Camp has edited Spalding's Official Foot Ball Guide since it was first published, and also the Spalding Athletic Library book on How to Play Foot Ball. There is certainly no man in American college life better qualified to write for Spalding's Athletic Library than Mr. Camp.

DR. LUTHER HALSEY GULICK



The leading exponent of physical training in America; one who has worked hard to impress the value of physical training in the schools; when physical training was combined with education at the St. Louis Exposition in 1904 Dr. Gulick played an important part in that congress; he received several awards for his good work and had many honors conferred upon him; he is the author of a great many books on the subject; it was Dr. Gulick, who, acting on the suggestion of James E. Sullivan, organized the Public Schools Athletic League of Greater New York, and was its first Secretary; Dr. Gulick was also for several years Director of Physical Training in the public schools of Greater New York, resigning the position to assume the Presidency of the Playground Association of America. Dr. Gulick is an authority on all subjects pertaining to physical training and the study of the child.

JOHN B. FOSTER



Successor to the late Henry Chadwick ("Father of Base Ball") as editor of Spalding's Official Base Ball Guide; sporting editor of the New York Evening Telegram; has been in the newspaper business for many years and is recognized throughout America as a leading writer on the national game; a staunch supporter of organized base ball, his pen has always been used for the betterment of the game.

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TIM MURNANE

Base Ball editor of the Boston Globe and President of the New England League of Base Ball Clubs; one of the best known base ball men of the country; known from coast to coast; is a keen follower of the game and prominent in all its councils; nearly half a century ago was one of America's foremost players; knows the game thoroughly and writes from the point of view both of player and an official.



HARRY PHILIP BURCHELL

Sporting editor of the New York Times; graduate of the University of Pennsylvania; editor of Spalding's Official Lawn Tennis Annual; is an authority on the game; follows the movements of the players minutely and understands not only tennis but all other subjects that can be classed as athletics; no one is better qualified to edit this book than Mr. Burchell.



GEORGE T. HEPBRON

Former Young Men's Christian Association director; for many years an official of the Athletic League of Young Men's Christian Associations of North America; was connected with Dr. Luther H. Gulick in Young Men's Christian Association work for over twelve years; became identified with basket ball when it was in its infancy and has followed it since, being recognized as the leading exponent of the official rules; succeeded Dr. Gulick as editor of the Official Basket Ball

Guide and also editor of the Spalding Athletic Library book on How to Play Basket Ball.



JAMES S. MITCHEL

Former champion weight thrower; holder of numerous records, and is the winner of more championships than any other individual in the history of sport; Mr. Mitchel is a close student of athletics and well qualified to write upon any topic connected with athletic sport; has been for years on the staff of the New York Sun.

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MICHAEL C. MURPHY



University of Pennsylvania and Detroit Athletic Club; his most recent triumph was that of training the famous American team of athletes that swept the field at the Olympic Games of 1908 at London.

The world's most famous athletic trainer; the champion athletes that he has developed for track and field sports, foot ball and base ball fields, would run into thousands; he became famous when at Yale University and has been particularly successful in developing what might be termed championship teams; his rare good judgment has placed him in an enviable position in the athletic world; now with the University of Pennsylvania; during his career has trained only at two colleges and one athletic club, Yale and the

DR. C. WARD CRAMPTON



Succeeded Dr. Gulick as director of physical training in the schools of Greater New York; as secretary of the Public Schools Athletic League is at the head of the most remarkable organization of its kind in the world; is a practical athlete and gymnast himself, and has been for years connected with the physical training system in the schools of Greater New York, having had charge of the High School of Commerce.

DR. GEORGE J. FISHER



Has been connected with Y. M. C. A. work for many years as physical director at Cincinnati and Brooklyn, where he made such a high reputation as organizer that he was chosen to succeed Dr. Luther H. Gulick as Secretary of the Athletic League of Y. M. C. A.'s of North America, when the latter resigned to take charge of the physical training in the Public Schools of Greater New York.

DR. GEORGE ORTON



On athletics, college athletics, particularly track and field, foot ball, soccer foot ball, and training of the youth, it would be hard to find one better qualified than Dr. Orton; has had the necessary athletic experience and the ability to impart that experience intelligently to the youth of the land; for years was the American, British and Canadian champion runner.

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FREDERICK R. TOOMBS

A well known authority on skating, rowing, boxing, racquets, and other athletic sports; was sporting editor of American Press Association, New York; dramatic editor; is a lawyer and has served several terms as a member of Assembly of the Legislature of the State of New York; has written several novels and historical works.



R. L. WELCH

A resident of Chicago; the popularity of indoor base ball is chiefly due to his efforts; a player himself of no mean ability; a first-class organizer; he has followed the game of indoor base ball from its inception.



DR. HENRY S. ANDERSON

Has been connected with Yale University for years and is a recognized authority on gymnastics; is admitted to be one of the leading authorities in America on gymnastic subjects; is the author of many books on physical training.



CHARLES M. DANIELS

Just the man to write an authoritative book on swimming; the fastest swimmer the world has ever known; member New York Athletic Club swimming team and an Olympic champion at Athens in 1906 and London, 1908. In his book on Swimming, Champion Daniels describes just the methods one must use to become an expert swimmer.



GUSTAVE BOJUS

Mr. Bojus is most thoroughly qualified to write intelligently on all subjects pertaining to gymnastics and athletics; in his day one of America's most famous amateur athletes; has competed successfully in gymnastics and many other sports for the New York Turn Verein; for twenty years he has been prominent in teaching gymnastics and athletics; was responsible for the famous gymnastic championship teams of Columbia University; now with the Jersey City high schools.

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CHARLES JACOBUS

Admitted to be the "Father of Roque;" one of America's most expert players, winning the Olympic Championship at St. Louis in 1904; an ardent supporter of the game and follows it minutely, and much of the success of roque is due to his untiring efforts; certainly there is no one better qualified to write on this subject than Mr. Jacobus.



DR. E. B. WORMAN

Well known as a physical training expert; was probably one of the first to enter the field and is the author of many books on the subject; lectures extensively each year all over the country.



W. J. CROMIE

Now with the University of Pennsylvania; was formerly a Y. M. C. A. physical director; a keen student of all gymnastic matters; the author of many books on subjects pertaining to physical training.



G. M. MARTIN

By profession a physical director of the Young Men's Christian Association; a close student of all things gymnastic, and games for the classes in the gymnasium or clubs.



PROF. SENAC

A leader in the fencing world; has maintained a fencing school in New York for years and developed a great many champions; understands the science of fencing thoroughly and the benefits to be derived therefrom.

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Giving the Titles of all Spalding Athletic Library Books now
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No. 1	Spalding's Official	Base Ball Guide
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No. 2	Spalding's Official	Foot Ball Guide
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Group I. Base Ball

- No. 1 *Spalding's Official Base Ball Guide.*
- No. 202 How to Play Base Ball.
No. 223 How to Bat.
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How to Manage a Base Ball Club.
No. 231. How to Train a Base Ball Team
How to Captain a Base Ball Team
How to Umpire a Game. [Team
Technical Base Ball Terms.
No. 219. Ready Reckoner of Base Ball Percentages.

BASE BALL AUXILIARIES

- No. 1A Official Base Ball Record.
No. 319. Minor League Base Ball Guide
No. 320. Official Book National League of Prof. Base Ball Clubs.
No. 321 Official Handbook National Playground Ball Assn.

Group II. Foot Ball

- No. 2 *Spalding's Official Foot Ball Guide.*
No. 324 How to Play Foot Ball.
No. 2A *Spalding's Official Soccer Foot Ball Guide.*
No. 286 How to Play Soccer.

FOOT BALL AUXILIARY

- No. 332 *Spalding's Official Canadian Foot Ball Guide.*

Group III. Cricket

- No. 3 *Spalding's Official Cricket Guide.*
No. 277 Cricket and How to Play It.

Group IV. Lawn Tennis

- No. 4 *Spalding's Official Lawn Tennis Annual.*
No. 157 How to Play Lawn Tennis.
No. 279 Strokes and Science of Lawn Tennis.

Group V. Golf

- No. 5 *Spalding's Official Golf Guide*
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- No. 6 *Spalding's Official Ice Hockey Guide.*
No. 304 How to Play Ice Hockey.
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No. 180 Ring Hockey.

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- No. 256 Official Handbook Ontario Hockey Association.

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- No. 7 *Spalding's Official Basket Ball Guide.*
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No. 318 Basket Ball Guide for Women.

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No. 1—Spalding's Official Base Ball Guide.



The leading Base Ball annual of the country, and the official authority of the game. Contains the official playing rules, with an explanatory index of the rules compiled by Mr. A. G. Spalding; pictures of all the teams in the National, American and minor leagues; reviews of the season; college Base Ball, and a great deal of interesting information. Price 10 cents.

No. 2—How to Play Base Ball.

Edited by Tim Murnane. New and revised edition. Illustrated with pictures showing how all the various curves and drops are thrown and portraits of leading players. Price 10 cents.

No. 223—How to Bat.

There is no better way of becoming a proficient batter than by reading this book and practicing the directions. Numerous illustrations. Price 10 cents.

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This book gives clear and concise directions for excelling as a base runner; tells when to run and when not to do so; how and when to slide; team work on the bases; in fact, every point of the game is thoroughly explained. Illustrated. Price 10 cents.

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A new, up-to-date book. Its contents are the practical teaching of men who have reached the top as pitchers, and who know how to teach a knowledge of their art. All the big leagues' pitchers are shown. Price 10 cents.

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Every boy who has hopes of being a clever catcher should read how well-known players cover their position. Pictures of all the noted catchers in the big leagues. Price 10 cents.

No. 225—How to Play First Base.

Illustrated with pictures of all the prominent first basemen. Price 10 cents.

No. 226—How to Play Second Base.

The ideas of the best second basemen have been incorporated in this book for the especial benefit of boys who want to know the fine points of play at this point of the diamond. Price 10 cents.

No. 227—How to Play Third Base.

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Shortstop is one of the hardest positions on the infield to fill, and quick thought and quick action are necessary for a player who expects to make good as a shortstop. Illus. Price 10 cents.

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An invaluable guide for the outfielder. Price 10 cents.

No. 231—How to Coach; How to Captain a Team; How to Manage a Team; How to Umpire; How to Organize a League; Technical Terms of Base Ball.

A useful guide. Price 10 cents.

No. 219—Ready Reckoner of Base Ball Percentages.

To supply a demand for a book which would show the percentage of clubs without recourse to the tedious work of figuring, the publishers had these tables compiled by an expert. Price 10 cents.

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Something new in Base Ball. Contains records of all kinds from the beginning of the National League and official averages of all professional organizations for past season. 10 cents.

No. 319—Minor League Base Ball Guide.

The minors' own guide. Edited by President T. H. Murnane, of the New England League. Price 10 cents.

No. 320—Official Handbook of the National League of Professional Base Ball Clubs.

Contains the Constitution, By-Laws, Official Rules, Averages, and schedule of the National League for the current year, together with list of club officers and reports of the annual meetings of the League. Price 10 cents.

No. 321—Official Handbook National Playground Ball Association.

This game is specially adapted for playgrounds, parks, etc., is spreading rapidly. The book contains a description of the game, rules and officers. Price 10 cents.

Group II. Foot Ball

No. 2—Spalding's Official Foot Ball Guide.

Edited by Walter Camp.

Contains the new rules, with diagram of field; All-America teams as selected by the leading authorities; reviews of the game from various sections of the country; scores; pictures. Price 10 cents.

No. 324—How to Play Foot Ball.

Edited by Walter Camp, of Yale. Everything that a beginner wants to know and many points that an expert will be glad to learn. Snapshots of leading teams and players in action, with comments, by Walter Camp. Price 10 cents.

No. 2A—Spalding's Official Association Soccer Foot Ball Guide.

A complete and up-to-date guide to the "Soccer" game in the United States, containing instructions for playing the game, official rules, and interesting news from all parts of the country. Illustrated. Price 10 cents.

No. 286—How to Play Soccer.

How each position should be played, written by the best player in England in his respective position, and illustrated with full-page photographs of players in action. Price 10 cents.

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No. 332—Spalding's Official Canadian Foot Ball Guide.

The official book of the game in Canada. Price 10 cents.

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The most complete year book of the game that has ever been published in America. Reports of special matches, official rules and pictures of all the leading teams. Price 10 cents.

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Contents include reports of all important tournaments; official ranking from 1885 to date; laws of lawn tennis; instructions for handicapping; decisions on doubtful points; management of tournaments; directory of clubs; laying out and keeping a court. Illustrated. Price 10 cents.

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A complete description of lawn tennis; a lesson for beginners and directions telling how to make the most important strokes. Illustrated. Price 10 cents.

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By P. A. Vaile, a leading authority on the game in Great Britain. Every stroke in the game is accurately illustrated and explained by the author. Price 10 cents.

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No. 5—Spalding's Official Golf Guide.

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No. 276—How to Play Golf.

By James Braid and Harry Vardon, the world's two greatest players tell how they play the game, with numerous full-page pictures of them taken on the links. Price 10 cents.

Group VI. Hockey

No. 6—Spalding's Official Ice Hockey Guide.



The official year book of the game. Contains the official rules, records of leading teams and players, records, review of the season, reports from different sections of the United States and Canada. Price 10 cents.

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Contains a description of the duties of each player. Illustrated. Price 10 cents.

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HOCKEY AUXILIARY.

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Group VII. Basket Ball

No. 7—Spalding's Official Basket Ball Guide.

Edited by George T. Hepbron. Contains the revised official rules, decisions on disputed points, records of prominent teams, reports on the game from various parts of the country. Illustrated. Price 10 cents.



No. 193—How to Play Basket Ball.

By G. T. Hepbron, editor of the Official Basket Ball Guide. Illustrated with scenes of action. Price 10 cents.

No. 318—Official Basket Ball Guide for Women.

Edited by Miss Senda Berenson, of Smith College. Contains the official playing rules and special articles on the game by prominent authorities. Illustrated. Price 10 cents.

BASKET BALL AUXILIARY.

No. 323—Collegiate Basket Ball Handbook.

The official publication of the Collegiate Basket Ball Association. Contains the official rules, records, All-America selections, reviews, and pictures. Edited by B. A. Fisher, of Columbia. Price 10 cents.

Group VIII. Bowling

No. 8—Spalding's Official Bowling Guide.

The contents include: diagrams of effective deliveries; hints to beginners; how to select official rules; spares, how they are made; rules for cocked hat, quindie, cocked hat and feather, battle game, etc. Price 10 cents.



Indoor Base Ball

No. 9—Spalding's Official Indoor Base Ball Guide.

America's national game is now vying with other indoor games as a winter pastime. This book contains the playing rules, pictures of leading teams, and interesting articles on the game by leading authorities on the subject. Price 10 cents.



Group X. Polo

No. 16—Spalding's Official Roller Polo Guide.

Edited by J. C. Morse. A full description of the game; official rules, records; pictures of prominent players. Price 10 cents.



No. 129—Water Polo.

The contents of this book treat of every detail, the individual work of the players, the practice of the team, how to throw the ball, with illustrations and many valuable hints. Price 10 cents.

No. 190—Equestrian Polo.

Compiled by H. L. Fitzpatrick of the New York Sun. Illustrated with portraits of leading players, and contains most useful information for polo players. Price 10 cents.

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WILLIAM J. CROMIE
Instructor in Gymnastics, University of Pennsylvania, Philadelphia.

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GROUP XV.

No. 329

PYRAMID
BUILDING
WITH WANDS,
CHAIRS
AND LADDERS
PART II

By WILLIAM J. CROMIE
Instructor in Gymnastics, University of
Pennsylvania, Philadelphia



AMERICAN SPORTS PUBLISHING COMPANY
21 WARREN STREET
NEW YORK

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TO
DR. R. TAIT MCKENZIE
IN RECOGNITION OF A CONSTANT FRIENDSHIP

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FOREWORD

This booklet of Pyramid Building with Wands, Chairs and Ladders is a continuation of Part I (No. 327 of Spalding's Athletic Library, price 10 cents), a booklet wherein no apparatus is used, and one is incomplete without the other. While pyramid building without apparatus is a fascinating and spectacular form of gymnastics, the using of apparatus tends to enhance its entertaining qualities and gives a larger scope of endeavor to the participant.

The illustrations with steel wands were posed for by members of the pyramid club of the University of Pennsylvania, of which M. B. Homer is captain. The photographs of the chair and ladder pyramids are of boys and young men of the Germantown Young Men's Christian Association, which was taken when the Editor was Physical Director of that institution. The Editor desires to thank both pyramid teams for their interest and co-operation.

W. J. CROMIE.



FIGURE No. 51. Pyramids with steel wands with small numbers of men in each group can be formed in class work. Classes with over 100 men in attendance built pyramids at the University of Pennsylvania gymnasium last winter.



FIGURE No. 52. In class work it is well to have the instructors or leaders illustrate these on a raised platform.

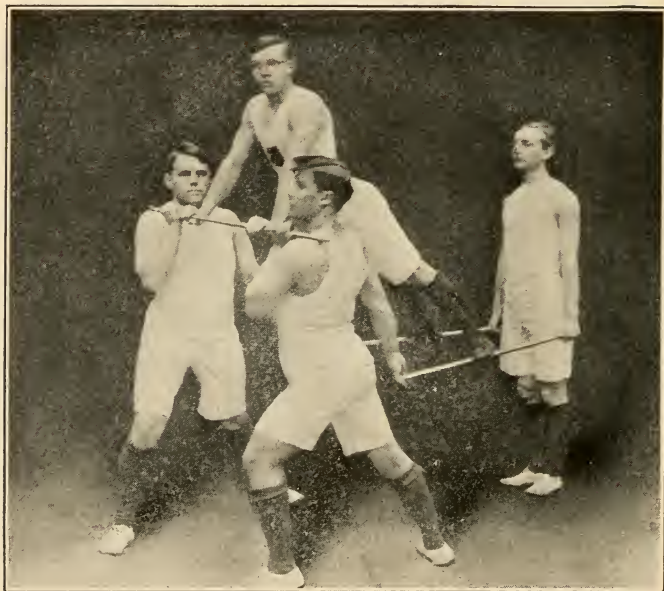


FIGURE No. 53. Groups like No. 53 suggest others. For instance: Have two such groups face each other with a man in center as in No. 63.



FIGURE No. 54. This is too difficult to hold for class work. The wands should be held carefully or the arm will get pinched.



FIGURE No. 55. A row of these make a novel appearance.

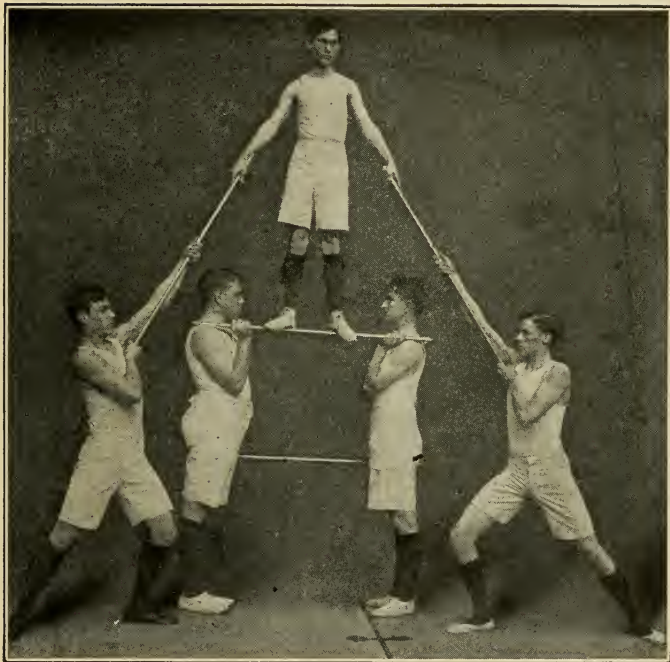


FIGURE No. 56. This can be used in class work, as it is quite easy to build. There are two wands on the shoulders of the center men.



FIGURE No. 57. Use a number of wands on backs. It will be easier standing and not hurt the back so much.

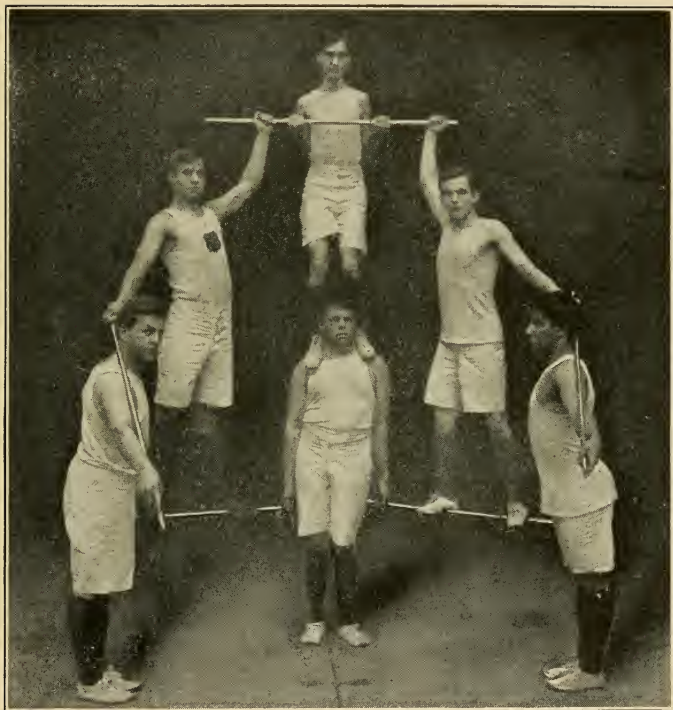


FIGURE No. 58. The wands used in these pyramids weigh eight pounds each.

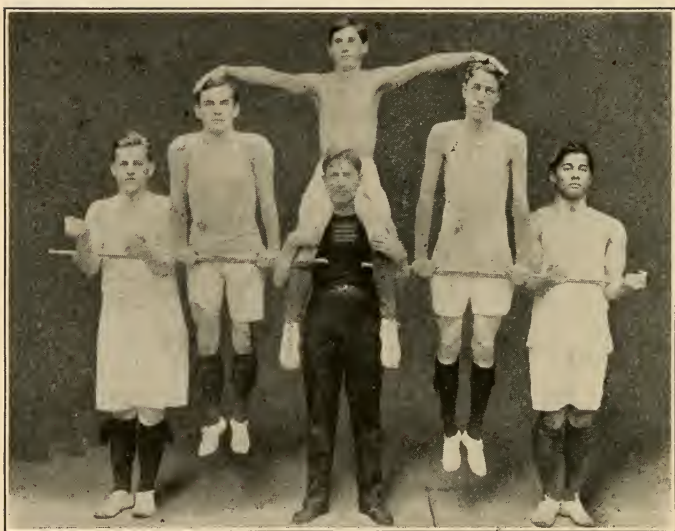


FIGURE No. 59. Pyramid building with steel wands will take the place of a horizontal bar for many exercises, and three men receive benefit instead of one. Follow this with a steel wand drill.

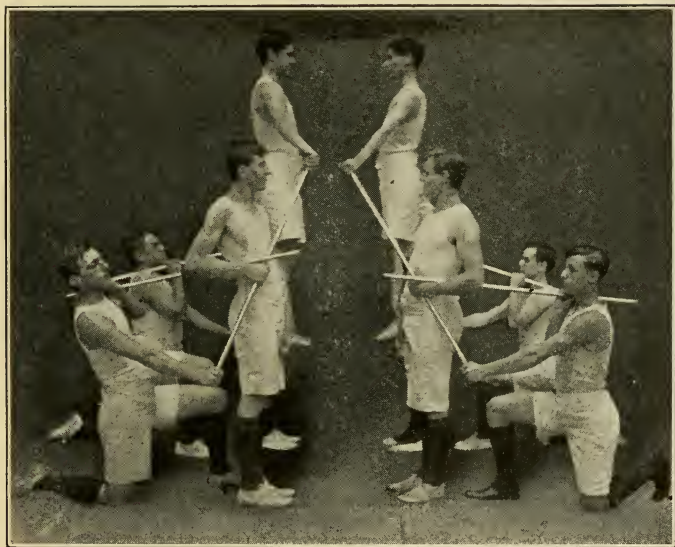


FIGURE No. 60. Have a center piece 2 or 3 high and have 4 of these built around it.

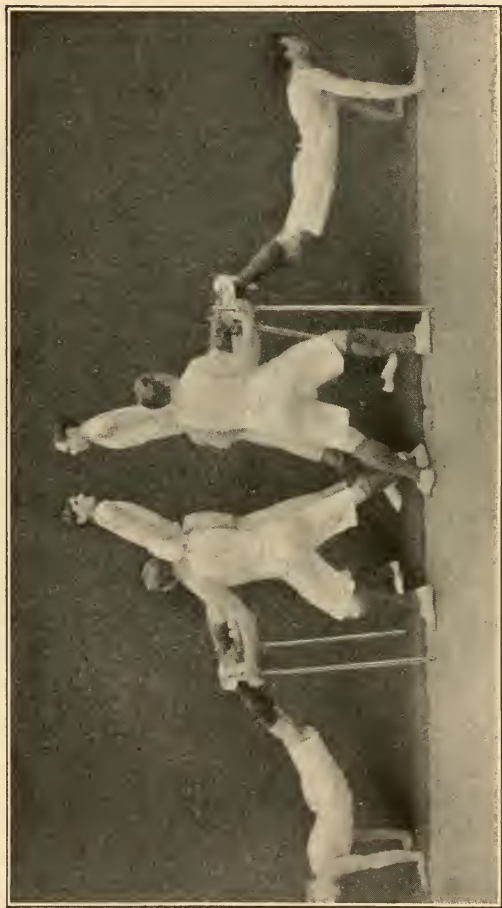


FIGURE No. 61. The feet and hands of the men in the leaning position are resting upon wands.



FIGURE No. 62. This can be built 4, 3 and 2 kneeling. Place a number of wands on backs of top kneeling men.



FIGURE No. 63. Try and have men of a uniform height and then have the wands parallel.



FIGURE No. 64. Omit the head stands and have eight or ten men in the front leaning rest position; revolve around a center piece, bottom men stepping sideways together, right or left.

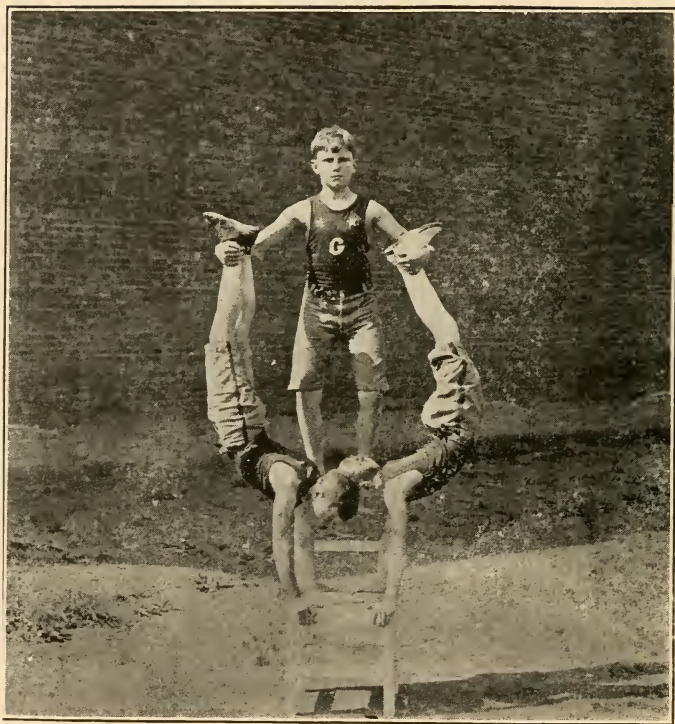


FIGURE No. 65. In building this chair pyramid, hand stand men hold chair till top man stands on chair. Hand stands one at a time.

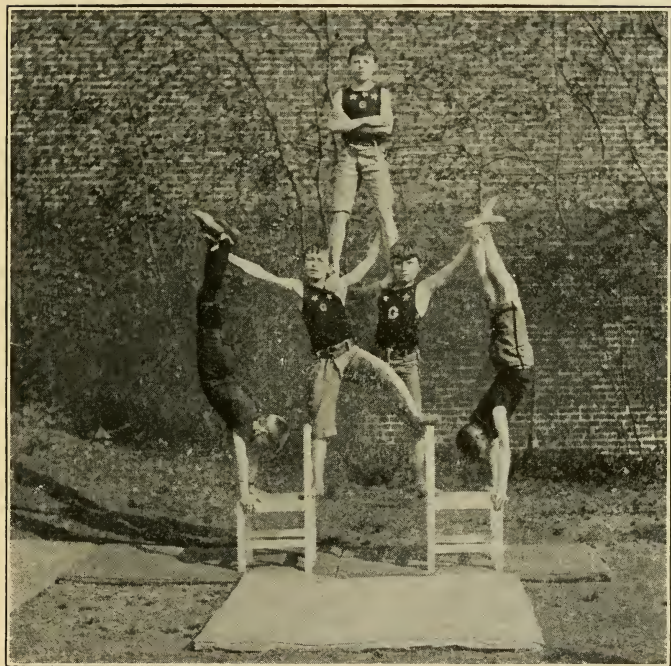


FIGURE No. 66. Those performing hand stands should be very careful in getting up. Do not let the weight of the body off the chair.

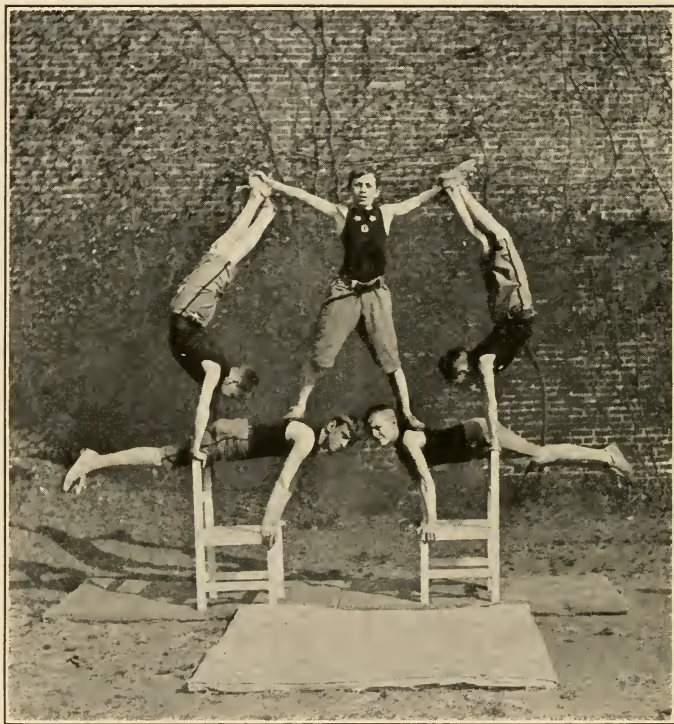


FIGURE NO. 67. Bottom men should have the bulk of the weight of the body on hands. Count 1 front leaning rest, 2 stand on shoulders, 3 balance on hands, 4 push hand stands away, 5 top man dismount, 6 bottom men dismount, 7 attention.

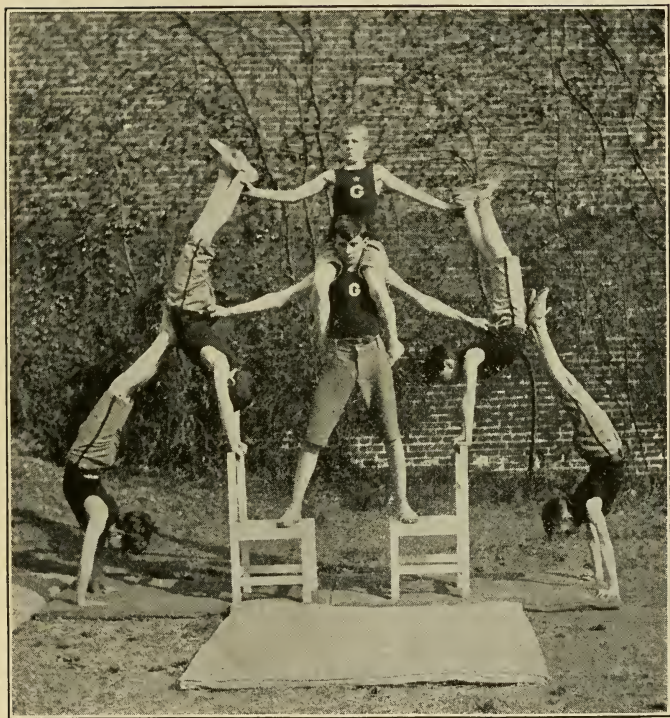


FIGURE No. 68. Upon dismounting in this pyramid the top man should hold feet of those on chairs till the persons on floor are out of the way.

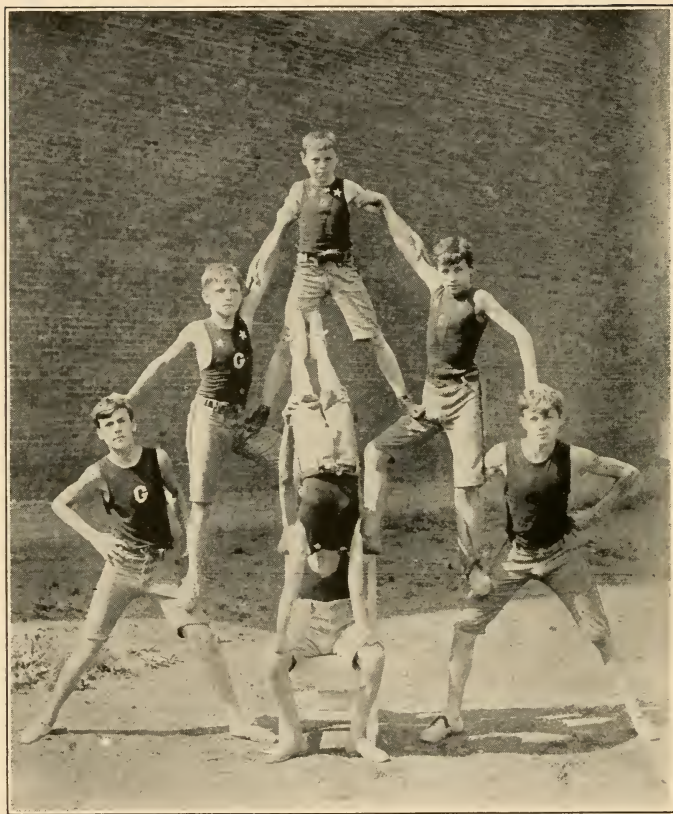


FIGURE No. 69. The person sitting on the chair should see that the one doing hand balance is well centered. Try and make straight lines with arms at sides.

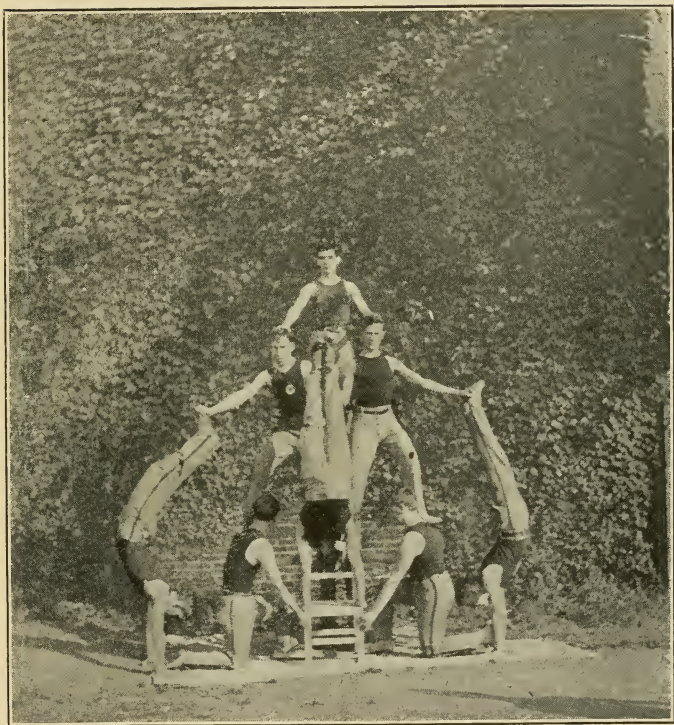


FIGURE No. 70. Two high in rear of chair. Kneeling men hold chair down.

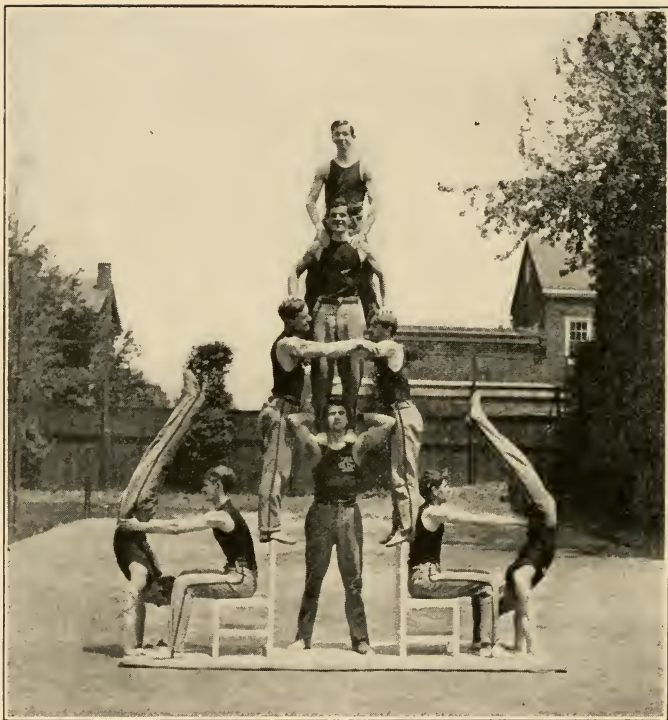


FIGURE No. 71. The top men are standing on the arms of the men standing on chairs. Easy and looks well.



FIGURE No. 72. Work on chair pyramids with precision and care, as "going down" fast and getting the top of a chair in the back or ribs is none too pleasant. The hand stand men abduct legs upon alighting and thus avoid striking men on bottom with feet.



FIGURE No. 74. This may be built two high and one sitting on shoulders in center, two high and one sitting on shoulders on either side; then two high, sitting on shoulders standing, sitting on shoulders kneeling and hand balance.

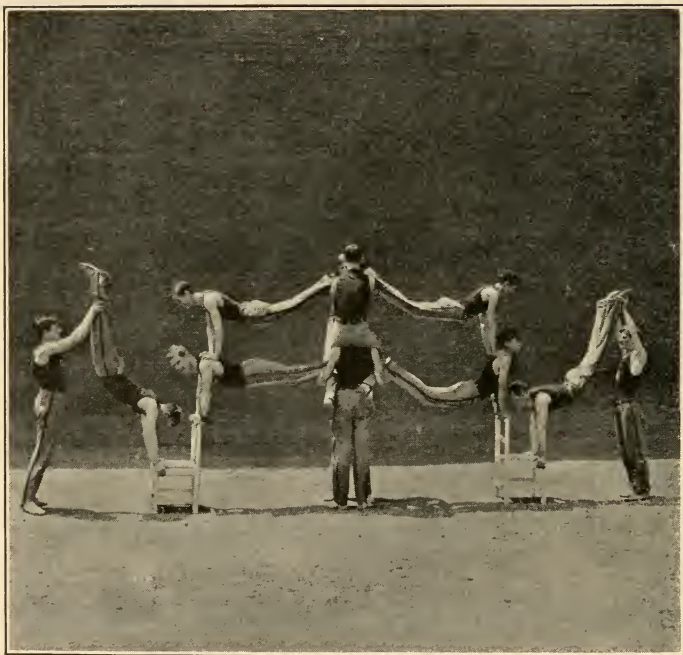


FIGURE No. 75. This pyramid is very difficult to build, as the tendency is for the center men to move around. Two strong men are needed for the bottom front leaning rest. Measure the distance between chairs.

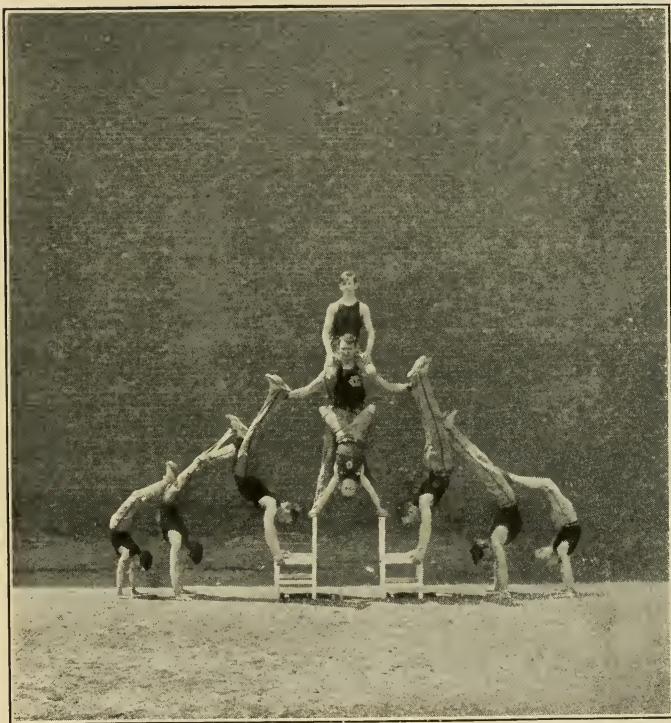


FIGURE No. 76. Care should be taken in the dismounting of the hand balances. One at a time should dismount or all together by turning to the right or left,

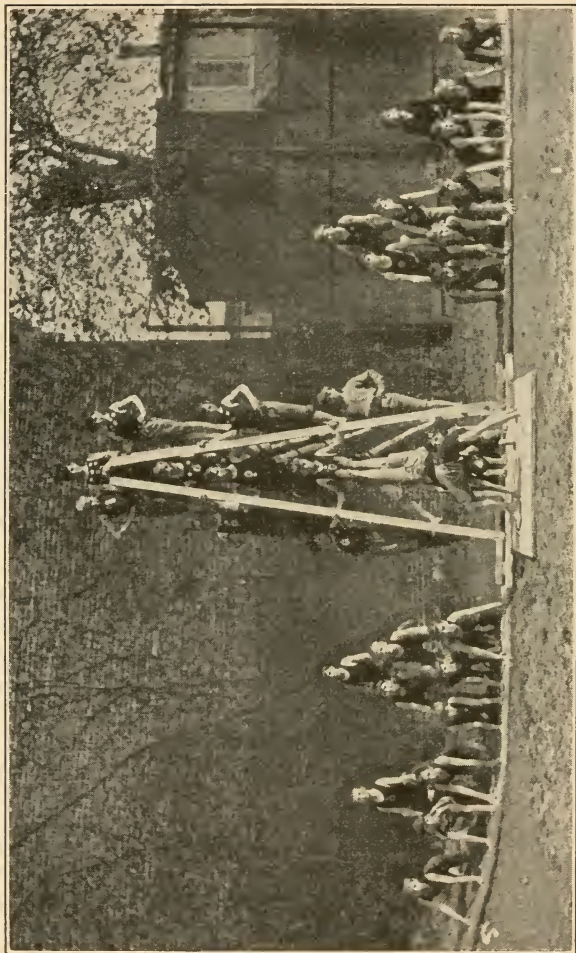


FIGURE No. 77. Large groups can be handled with ladder building as in Nos. 77 or 80. For an exhibition of this pyramid, number the men and have them march on the stage accentuating every other step and take their places about where they expect to be in the pyramid. Count 1 centre men climb up centre of ladder, 2 men on sides, 3 first tier of kneeling men, 4 second tier, 5 third tier, 6 hand balance and "crab," bend in front, 7 open ladders, 8 men on sides arms side horizontal and leg abducted as in Figure No. 64, 9 close ladders, 10 men kneeling, extend arms and legs and "drop," 11 position, *stand!* 12 march off.

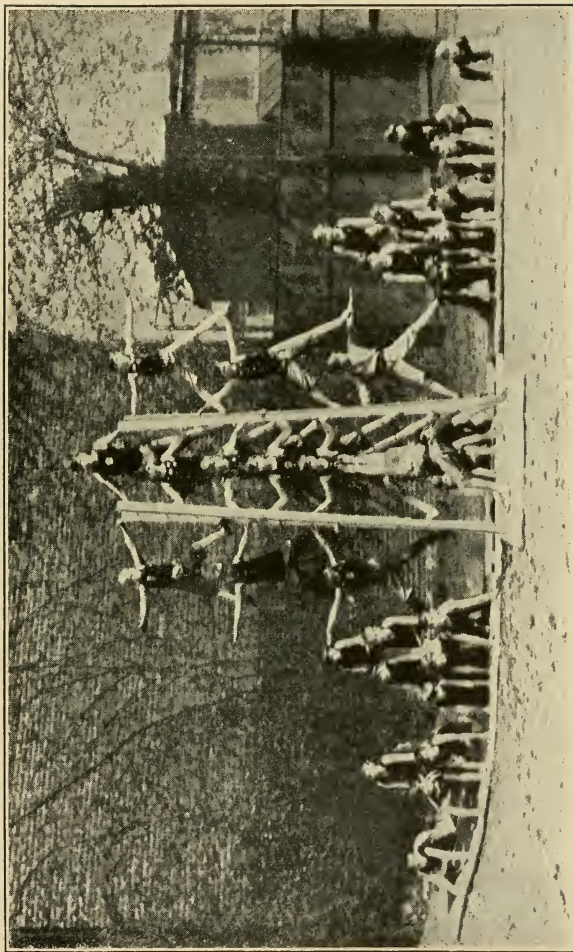


FIGURE No. 78. More men can be used by having 5 high on each side then 4, 3, 2 and 1.

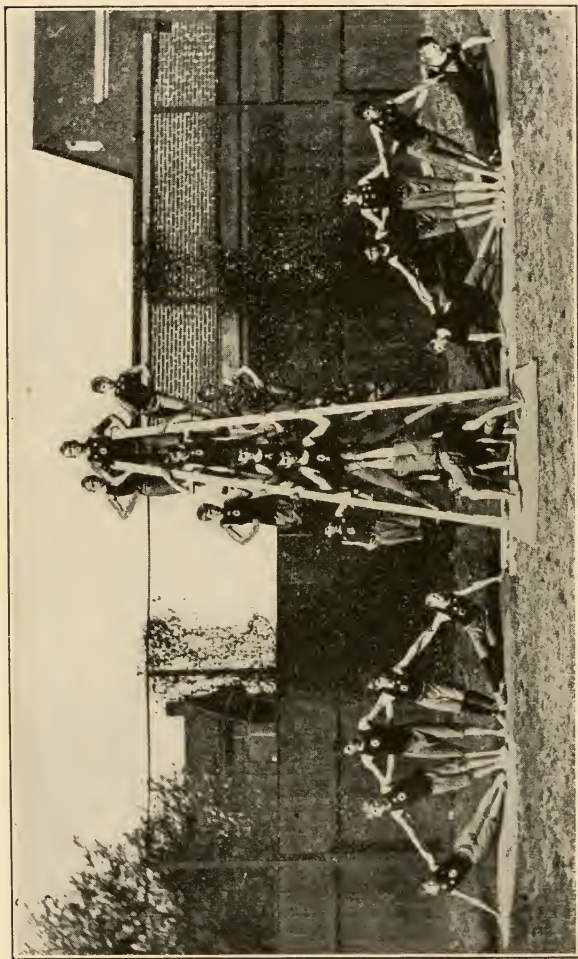


FIGURE 79. Two fans, one on either side, composed of men, and one of boys in front, looks well.

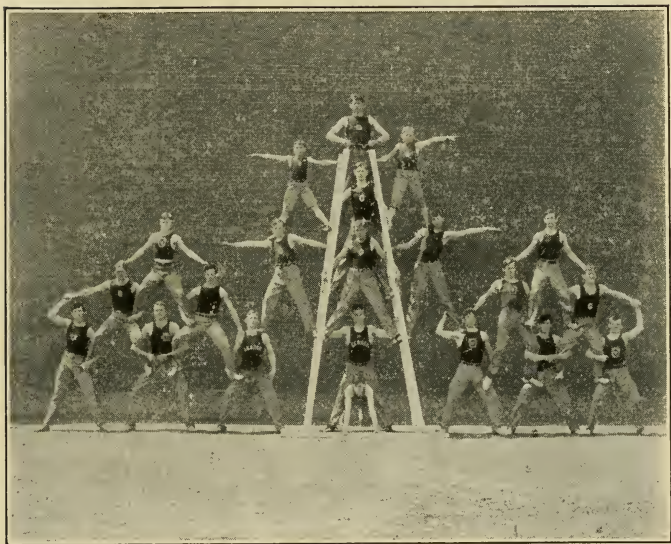


FIGURE NO. 80. A squatting pyramid 5 high on each side of the ladder, then 4 high, 3 high, 2 high and 1 makes an effective grouping.



FIGURE No. 81. The men between the ladders who are holding should not let them sway, as it tends to make the others timid. Those doing the hand stand should take "more room" as in No. 83. Feet under rung of ladder higher up.

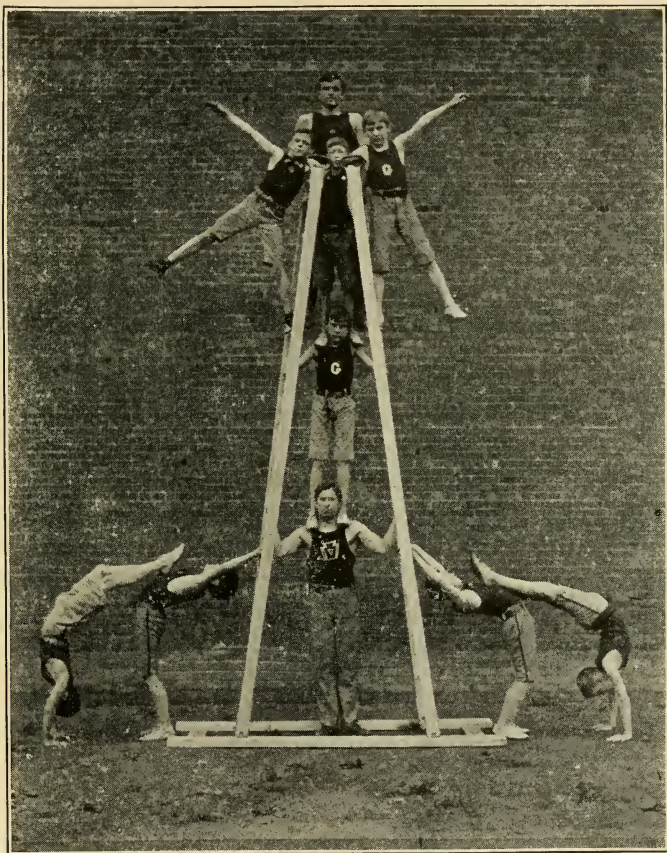


FIGURE No. 82. Pyramids with a few men on the ladders look well if the groupings are well arranged with symmetrical lines as in 82, 83, 84 and 85.

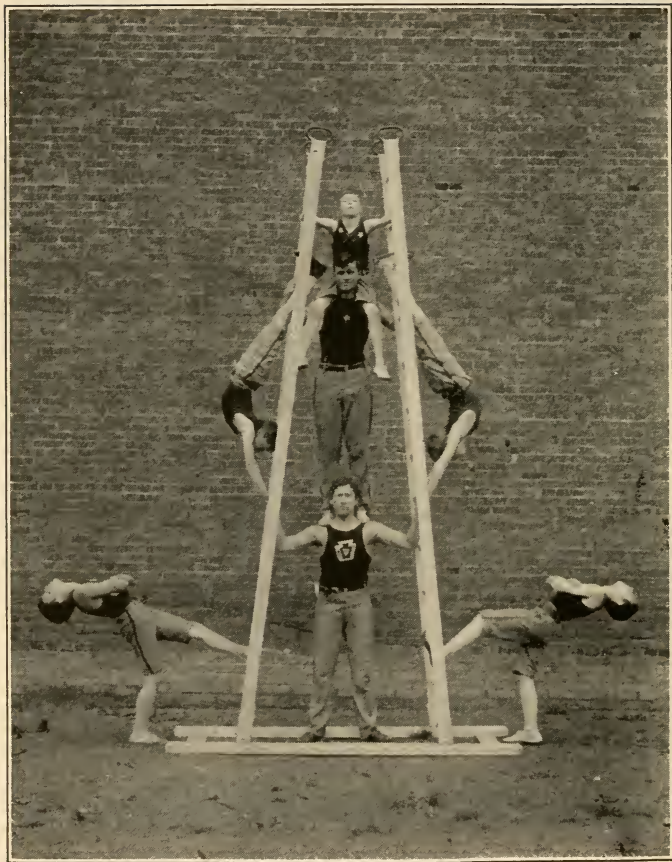


FIGURE NO. 83. The top person should be standing instead of sitting.

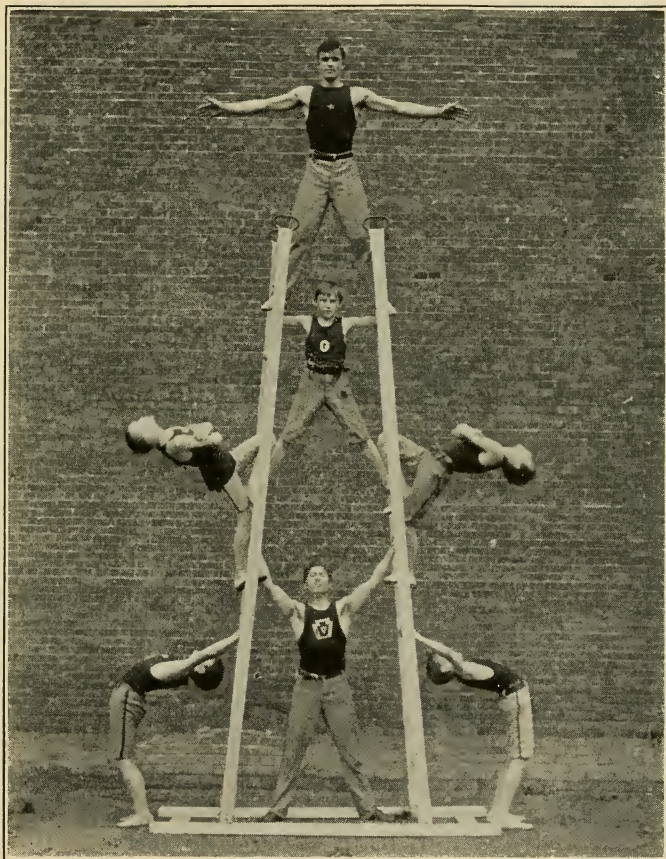


FIGURE NO. 84. Three on each side leaning back as boys with arms folded look well in a ladder pyramid. Another way is to have hocks of legs resting on a rung and toes under rung below, fold arms and arch back, three or four on each ladder.

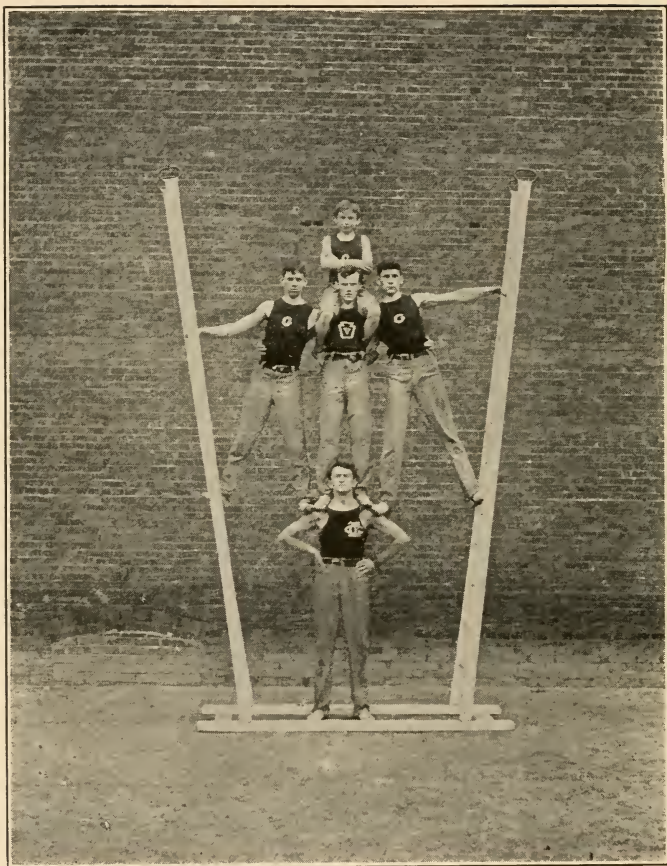


FIGURE No. 85. Do not put much weight on the ladder; a balance test.

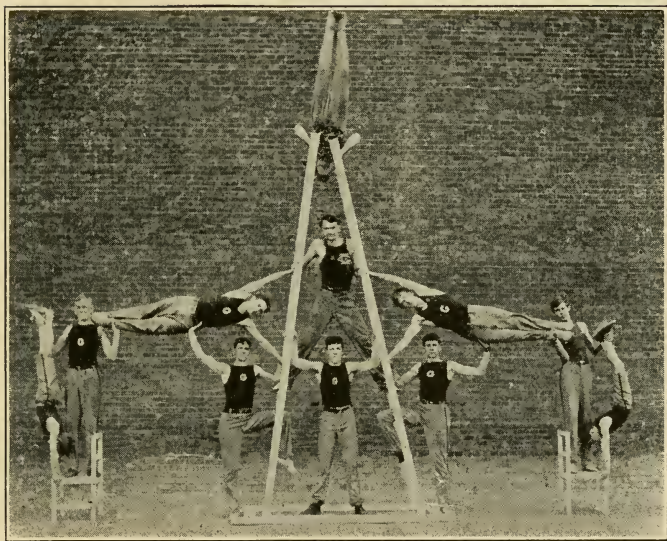


FIGURE No. 86. Many combinations of chairs and ladders can be made.

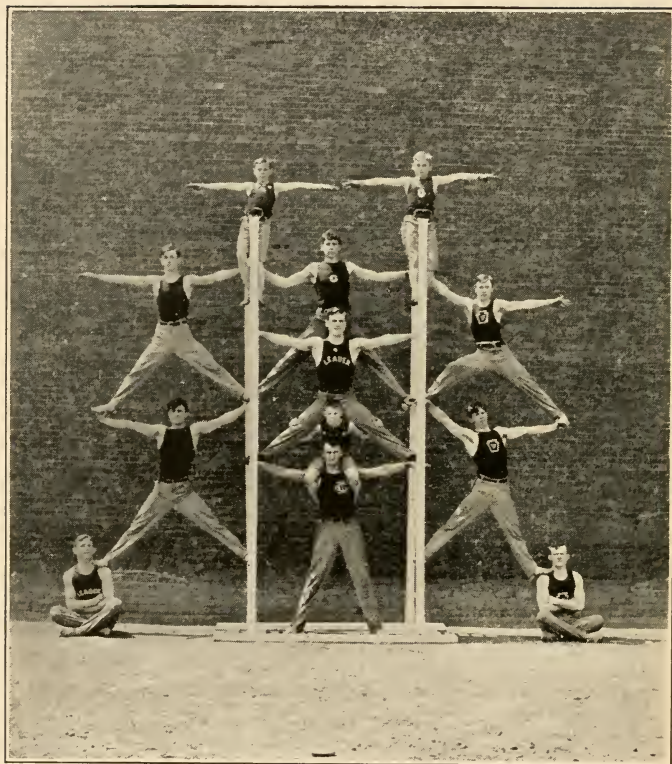


FIGURE NO. 87. The men whose legs are abducted should not let weight of body rest on hands of under man, as is the case on the right of this group.

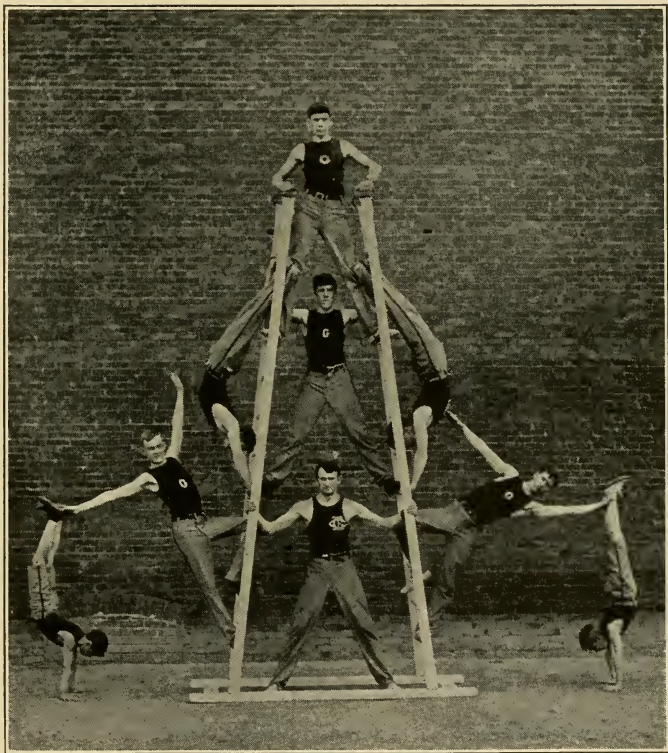


FIGURE No. 88. In all pyramid building entailing risk be careful. In practice have men other than the builders assist till the movement is mastered.

OFFICIAL RULES FOR ALL ATHLETIC SPORTS.

The following list contains the Group and the Number of the book of Spalding's Athletic Library in which the rules wanted are contained. See front pages of book for complete list of Spalding's Athletic Library.

EVENT.	Group	No.	EVENT,	Group	No.
All-Round Athletic Championship	12	182	Lawn Bowls	11	207
A. A. U. Athletic Rules	12	311	Lawn Games	11	188
A. A. U. Boxing Rules	12	311	Lawn Tennis	4	4
A. A. U. Gymnastic Rules	12	311	Obstacle Races	12	55
A. A. U. Water Polo Rules	12	311	Olympic Game Events—Marathon Race, Stone Throwing with Impetus, Spear Throwing, Hellenic Method of Throwing Discus, Discus, Greek Style for Youths	12	55
A. A. U. Wrestling Rules	12	311	Pigeon Flying	12	55
Archery	11	248	Pin Ball	12	55
Badminton	11	188	Playground Ball	1	306
Base Ball	1	1	Polo (Equestrian)	10	199
Indoor	9	9	Polo, Rugby	12	55
Basket Ball, Official	7	7	Polo, Water (A. A. U.)	12	311
Collegiate	7	312	Potato Racing	12	311
Women's	7	318	Professional Racing, Sheffield Rules	12	55
Water	12	55	Public Schools Athletic League Athletic Rules	12	313
Basket Goal	6	188	Girls' Branch; including Rules for School Games	12	314
Bat Ball	12	55	Push Ball	11	170
Betting	12	55	Push Ball, Water	12	55
Bowling	8	8	Quoits	11	167
Boxing—A. A. U., Marquis of Queensbury, London Prize Ring	14	162	Racquets	11	194
Broadword (mounted)	12	55	Revolver Shooting	12	55
Caledonian Games	12	55	Ring Hockey	6	180
Canoeing	13	23	Roller Polo	10	10
Children's Games	11	189	Roller Skating Rink	10	10
Court Tennis	11	194	Roque	11	271
Cricket	3	3	Rowing	13	128
Croquet	11	138	Sack Racing	12	55
Curling	11	14	Shuffleboard	12	55
Dog Racing	12	55	Skating	13	209
Fencing	14	165	Skittles	12	55
Foot Ball	2	2	Snowshoeing	12	55
Association (Soccer)	2	2 A	Squash Racquets	11	194
English Rugby	12	55	Swimming	13	177
Rugby (Ontario R. F. U., Quebec R. F. U., Canada, I. C. F. B. U.)	2	303	Tether Tennis	11	188
Golf	5	5	Three-Legged Race	12	55
Golf-Croquet	6	188	Volley Ball	6	188
Hand Ball	11	13	Wall Scaling	12	55
Hand Polo	10	188	Walking	12	55
Hand Tennis	11	194	Water Polo (American)	12	311
Hitch and Kick	12	55	Water Polo (English)	12	55
Hockey	6	304	Wicket Polo	10	188
Ice	6	6	Wrestling	14	236
Field	6	154	Y. M. C. A. All-Round Test	12	302
Garden	6	188	Y. M. C. A. Athletic Rules	12	302
Lawn	6	188	Y. M. C. A. Hand Ball Rules	12	302
Parlor	6	188	Y. M. C. A. Pentathlon Rules	12	302
Ring	12	55	Y. M. C. A. Volley Ball Rules	12	302
Ontario Hockey Ass'n.	6	256			
Indoor Base Ball	9	9			
Intercollegiate A. A. A. A.	12	307			
Lacrosse	11	201			
U. S. I. C. Lacrosse League	11	305			

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THE SPALDING



TRADE-MARK

GUARANTEES
QUALITY

ATHLETIC SHIRTS, TIGHTS AND TRUNKS

STOCK COLORS AND SIZES. Worsted Goods, Best Quality. We carry following colors regularly in stock: Black, Navy Blue and Maroon, in stock sizes. Shirts, 26 to 44 in. chest. Tights, 28 to 42 in. waist. Other colors and sizes made to order at special prices. Estimates on application.

Our No. 600 Line Worsted Goods. Furnished in Gray and White, Navy Blue, Maroon and Black only. Stock sizes: Shirts, 26 to 44 in. chest; Tights, 28 to 42 in. waist.

Sanitary Cotton Goods. Colors: Bleached White, Navy, Black, Maroon and Gray. Stock sizes: 26 to 44 in. chest; Tights, 26 to 42 in. waist.

Spalding Sleeveless Shirts

No. 1E. Best Worsted, full fashioned, stock colors and sizes. Each, **\$3.00**
No. 600. Cut worsted, stock colors and sizes. Each, **\$1.50** ★ **\$13.50 Doz.**
No. 6E. Sanitary Cotton, stock colors and sizes. Each, **50c.** ★ **White, 4.50 Doz.**

Spalding Striped Sleeveless Shirts ★ Colors, 4.75 Doz.

No. 600S. Cut Worsted, with 4-inch stripe around chest, in following combinations of colors; Navy with White stripe; Black with Orange stripe; Maroon with White stripe; Red with Black stripe; Royal Blue with White stripe; Black with Red stripe; Gray with Cardinal stripe. Each, **\$1.50** ★ **\$15.00 Doz.**
No. 6ES. Sanitary Cotton, solid color body, with 4-inch stripe around chest, in same combinations of colors as No. 600S. Each, **75c.** ★ **\$7.50 Doz.**

Spalding Shirts with Sash

No. 6ED. Sanitary Cotton, sleeveless, solid color body with sash of different color. Same combinations of colors as No. 600S. Each, **75c.** ★ **\$7.50 Doz.**

Spalding Quarter Sleeve Shirts

No. 1F. Best Worsted, full fashioned, stock colors and sizes. Each, **\$3.00**
No. 601. Cut Worsted, stock colors and sizes. Each, **\$1.50** ★ **\$15.00 Doz.**
No. 6F. Sanitary Cotton, stock colors and sizes. **50c.** ★ **White, 4.50 Doz.**

Spalding Full Sleeve Shirts ★ Colors, 4.75 Doz.

No. 3D. Cotton, Flesh, White, Black. Each, **\$1.00**

Spalding Knee Tights

No. 1B. Best Worsted, full fashioned, stock colors and sizes. Pair, **\$3.00**
No. 604. Cut Worsted, stock colors and sizes. Pair, **\$1.50** ★ **\$13.50 Doz.**
No. 4B. Sanitary Cotton, stock colors and sizes. Pair, **50c.** ★ **White, \$4.50** ★ **Colors, \$4.75**

Spalding Full Length Tights

No. 1A. Best Worsted, full fashioned, stock colors and sizes. Pair, **\$4.00**
No. 605. Cut Worsted, stock colors and sizes. Pair, **\$2.00** ★ **\$21.00 Doz.**
No. 3A. Cotton, full quality. White, Black, Flesh. Pair, **\$1.00** ★ **\$9.00 Doz.**

Spalding

Worsted Trunks

No. 1. Best Worsted, Black, Maroon and Navy. Pr., **\$2.00**
No. 2. Cut Worsted, Navy and black. Special colors to order. Pr., **\$1.00**

Spalding Running Pants

No. 1. White or Black Sateen, fly front, lace back. Pair, **\$1.25** ★ **\$12.00 Doz.**
No. 2. White or Black Sateen, fly front, lace back. Pair, **\$1.00** ★ **\$9.00 Doz.**
No. 3. White or Black Silesia, fly front, lace back. Pair, **75c.** ★ **\$7.50 Doz.**
No. 4. White, Black or Gray Silesia, fly front, lace back. Pair, **50c.** ★ **\$5.00 Doz.**

Silk Ribbon Stripes down sides of any of these running pants

25c. per pair extra. ★ **\$2.40 Doz.**

Silk Ribbon Stripe around waist on any of these running pants

25c. per pair extra. ★ **\$2.40 Doz.**

Spalding Velvet Trunks

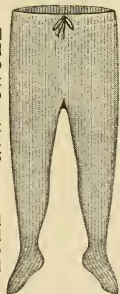
No. 3. Fine Velvet. Colors: Black, Navy, Royal Blue, Maroon. Special colors to order. Pair, **\$1.00** ★ **\$10.00 Doz.**
No. 4. Sateen. Black. White. Pair, **50c.** ★ **\$5.00 Doz.**



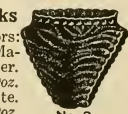
No. 600S



No. 1F



Full Tights



No. 3

The prices printed in italics opposite items marked ★ will be quoted only on orders for one-half dozen or more. Quantity prices NOT allowed on items NOT marked ★

<p>Communications addressed to A. G. SPALDING & BROS. in any of the following cities will receive attention.</p>		
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GUARANTEES
QUALITY

Spalding Gold Medal Wood Dumb Bells

Natural Color, Lathe Polished, High Finish

Spalding Gold Medal Dumb Bells are made of selected first grade clear maple, and are perfect in balance. Each bell bears fac-simile of the Spalding Gold Medal. Each pair is wrapped in paper bag. Weights specified are for each bell.



Model A

Pair, 40c. 45c. 50c. 55c. 65c.

Spalding Trade-Mark Wood Dumb Bells

Stained Finish

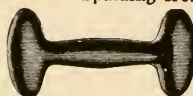
Spalding Trade-Mark quality. Made of good material and superior in shape and finish to the best wood dumb bells of other makes. Each pair wrapped in paper bag. Weights specified are for each bell.

Pair, 30c. 35c. 40c. 45c. 55c.



Model AW

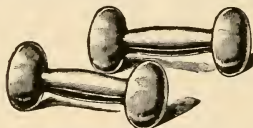
Spalding Iron Dumb Bells



Made on approved models, nicely balanced and finished in black enamel.

Sizes 2 to 40 pounds, 6c. | Over 40 pounds, . . 8c.
Bar Bells, any weight, wrought iron handles, any length made specially. Pound, 10c.

Spalding Nickel-Plated Dumb Bells



Nickel-plated and polished.

1N. 1 lb. \$.25 4N. 4 lb. \$.75
2N. 2 lb. .50 5N. 5 lb. 1.00
3N. 3 lb. .65

Spalding Nickel-Plated Dumb Bells

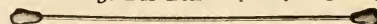
With Rubber Bands



Nickel-plated and polished.

1B. 1 lb. \$.65 3B. 3 lb. \$1.00
2B. 2 lb. .75 4B. 4 lb. 1.15
5B. 5 lb. 1.25

Savage Bar Bell—Especially designed by DR. WATSON L. SAVAGE.



Model S. Has large pear shaped ends with a flexible hickory shaft

$\frac{3}{8}$ -inch in diameter, producing a vibratory exercise, similar to that obtained with the French wand. Per dozen, \$6.00

Spalding

Ash Bar Bells

No. 2. Selected material, highly polished, 5 feet long. Per dozen, \$5.00

Spalding School Wand

Spalding Calisthenic Wand

No. 3. $3\frac{1}{2}$ feet long. Made of straight grain maple. Per dozen, \$1.30

No. 4. $4\frac{1}{2}$ feet long. 1 inch diameter. Per dozen, \$1.60



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Prices in effect July 5, 1909. Subject to change without notice.

Sandow's Patent

Spring Grip Dumb Bells



EUGEN SANDOW, Patentee.

A. G. SPALDING & BROS.

SOLE AMERICAN AND CANADIAN LICENSEES

AN ENTIRE SYSTEM of Physical Culture is embraced within the exercises possible with these wonderful dumb bells.

The bells are made in two halves connected by steel springs, the effort necessary in gripping compelling the pupil to continually devote his whole mind to each movement. This concentration of will power on each muscle involved is what is responsible for the great results obtained through properly exercising with them.

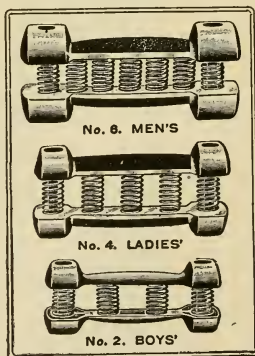
Sandow's Patent Spring Grip Dumb Bells

No. 6. **MEN'S**. Nickel-plated; fitted with seven steel springs. Per pair, **\$3.00**

No. 4. **LADIES'**. Nickel-plated; fitted with five steel springs. Per pair, **\$2.50**

No. 2. **BOYS'**. Nickel-plated; fitted with four steel springs. Per pair, **\$2.00**

We include with each pair of Sandow Dumb Bells a chart of exercises by Sandow and full instructions for using. Also a piece of selvyt cloth for keeping dumb bells in good condition.



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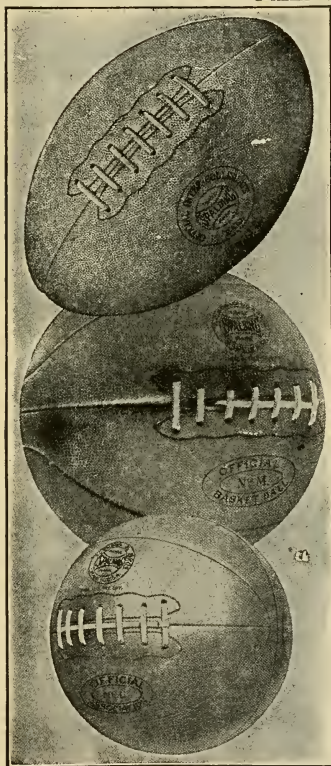
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The Spalding Official Intercollegiate Foot Ball

No. J5. This is the only Official Rugby Foot Ball, and is used in every important match played in America. Guaranteed absolutely if seal of box is unbroken. We pack, with leather case and pure Para rubber bladder, an inflater, lacing needle and rawhide lace. Complete, **\$5.00**

The Spalding Official Basket Ball

No. M. Officially adopted and standard. The cover is made in four sections, with capless ends and of the finest and most carefully selected pebble grain English leather. We take the entire output of this high grade of leather from the English tanners, and in the Official Basket Ball use the choicest parts of each hide. The bladder is made specially for this ball of extra quality Para rubber. Each ball packed complete in sealed box. Complete, **\$6.00**

The Spalding Official Association Foot Ball

No. L. The case is constructed in four sections with capless ends, neat in appearance and very serviceable. Material and workmanship of highest quality and fully guaranteed. Each ball is packed complete in sealed box, with pure Para rubber guaranteed bladder, foot ball inflater, rawhide lace and lacing needle. Contents guaranteed if seal is unbroken. Complete, **\$5.00**

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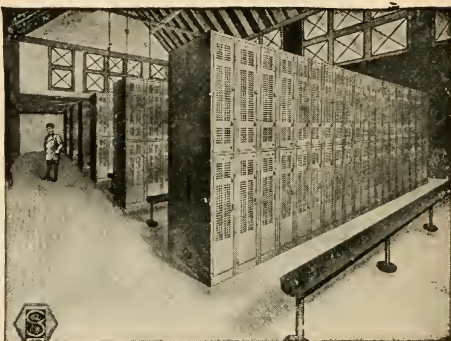
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Durand-Steel Lockers

Wooden lockers are objectionable, because they attract vermin, absorb odors, can be easily broken into, and are dangerous on account of fire.

Lockers made from wire mesh or expanded metal afford little security, as they can be easily entered with wire cutters. Clothes placed in them become covered with dust, and the lockers themselves present a poor appearance, resembling animal cages.

Durand-Steel Lockers are made of finest grade furniture steel and are finished with gloss black, furnace-baked japan (400°), comparable to that used on hospital ware, which will never flake off nor require refinishing, as do paints and enamels.



Some of the 6,000 Durand-Steel Lockers Installed in the Public Cymnasiums of Chicago. 12"x 15"x 42", Double Tier.

Durand-Steel Lockers are usually built with doors perforated full length in panel design with sides and backs solid. This prevents clothes in one locker from coming in contact with wet garments in adjoining lockers, while plenty of ventilation is secured by having the door perforated its entire length, but, if the purchaser prefers, we perforate the backs also.

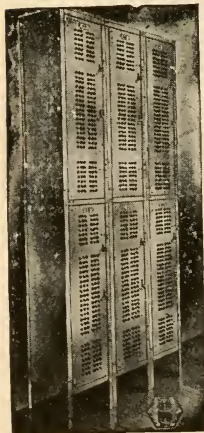
The cost of Durand-Steel Lockers is no more than that of first-class wooden lockers, and they last as long as the building, are sanitary, secure, and, in addition, are fire-proof.

THE FOLLOWING STANDARD SIZES ARE
THOSE MOST COMMONLY USED:

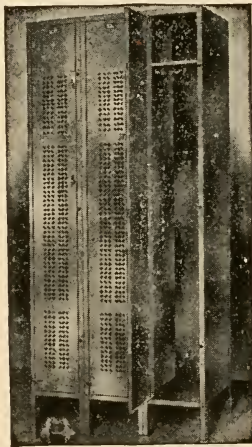
DOUBLE TIER	SINGLE TIER
12 x 12 x 36 Inch	12 x 12 x 60 Inch
15 x 15 x 36 Inch	15 x 15 x 60 Inch
12 x 12 x 42 Inch	12 x 12 x 72 Inch
15 x 15 x 42 Inch	15 x 15 x 72 Inch

SPECIAL SIZES MADE TO ORDER.

We are handling lockers as a special contract business, and shipment will in every case be made direct from the factory in Chicago. If you will let us know the number of lockers, size and arrangement, we shall be glad to take up, through correspondence, the matter of prices.



Six Lockers in Double Tier



Three Lockers in Single Tier

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THE following index from Spalding's latest Catalogues will give an idea of the great variety of Athletic Goods manufactured by A. G. Spalding & Bros.

Ankle Brace, Skate
Archery
Ash Bars
Athletic Library
Attachments, Chest Weight

Bags, Bathing Suit
Bags, Caddy
Bags, Cricket
Bags, Uniform
Balls, Base
Balls, Basket
Ball Cleaner, Golf
Balls, Cricket
Balls, Golf
Balls, Playground
Balls, Squash
Balls, Tennis
Bandages, Elastic
Bar Balls
Bar Stalls
Bars, Parallel
Bases, Base Ball
Bases, Indoor
Basket Ball Wear
Bathing Suits
Bats, Base Ball
Bats, Cricket
Bats, Indoor
Batting Cage, Base Ball
Belts
Bladders, Basket Ball
Bladders, Foot Ball
Bladders, Striking Bags
Blades, Fencing
Blouses, Umpire
Boxing Gloves

Caddy Badges
Caps, Base Ball
Caps, University
Caps, Skull
Center Forks, Iron
Center Straps, Canvas
Chest Weights
Coats, Base Ball
Collars, Swimming
Combination Uniforms
Corks, Running
Cricket Goods
Croquet Goods
Cross Bars
Discus, Olympic
Discs, Marking
Discs, Rubber Golf
Disks, Striking Bag
Dumb Bells

Emblems
Equestrian Polo
Exerciser, Home
Exhibition Clubs

Fencing Sticks
Field Hockey
Finger Protection
Flags, College
Flags, Marking
Foils, Fencing
Foot Balls, Association
Foot Balls, Rugby
Foot Ball Goal Nets
Foot Ball Timer
Foul Flags

Gloves, Base Ball
Gloves, Cricket
Gloves, Fencing
Gloves, Golf
Gloves, Handball
Gloves, Hockey
Glove Softener
Goals, Basket Ball
Goal Cage, Polo
Goals, Foot Ball
Goals, Hockey
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Golf Counters
Golfette
Grips, Athletic
Grips, Golf
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Mitts, Handball
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Pants, Basket Ball
Pants, Boys' Knee
Pants, Foot Ball
Pants, Hockey
Pants, Roller Polo
Pants, Running
Pistol, Starter's
Plastrons, Fencing
Plates, Base Ball Shoe
Plates, Home
Plates, Marking
Plates, Pitchers' Box
Plates, Teeing
Platforms, Striking Bag
Poles, Ski
Poles, Vaulting
Polo, Roller, Goods
Protector, Abdomen
Protector, Elbow
Protector, Polo
Protection for Running Shoes
Pucks, Hockey
Push Ball
Pushers, Chamois
Puttees, Golf

Quantity Prices
Quoits

Racket Covers
Rackets, Lawn Tennis
Racket Presses
Rackets Restrung
Rapiers
Reels for Tennis Posts
Referees' Horns
Referees' Whistle
Rings, Exercising
Rings, Swimming
Rowing Machines
Rogue

Scabbards for Skates
Score Board, Golf
Score Books, Base Ball
Score Books, Basket Ball
Score Books, Cricket
Score Books, Golf
Score Books, Tennis
Scoring Tablets, Base Ball
Seven-Foot Circle
Shin Guards, Association
Shin Guards, Rugby
Shin Guards, Hockey
Shin Guards, Polo
Shirts, Base Ball
Shirts, Basket Ball
Shirts, Sleeveless
Shoes, Base Ball
Shoes, Basket Ball
Shoes, Bowling
Shoes, Cross Country
Shoes, Cricket
Shoes, Fencing
Shoes, Foot Ball, Association
Shoes, Foot Ball, Rugby
Shoes, Golf
Shoes, Gymnasium
Shoes, Jumping
Shoes, Running

Shoes, Skating
Shoes, Squash
Shoes, Tennis
Shot, Indoor
Shot, Massage
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Skate Holders
Skates, Ice
Skates, Racing
Skates, Rink, Ice
Skate Rollers
Skates, Roller
Skates, Tubular
Skate Straps
Ski
Sleeve Bands, College
Slippers, Bathing
Snow Shoes
Squash Goods
Standards, Vaulting
Standards, Volley Ball
Starters' Pistol
Steel Cable
Sticks, Polo
Stockings
Stop Boards
Striking Bags
Studs, Golf
Stumps and Bails
Suits, Union, Foot Ball
Supporters
Supporters, Ankle
Supporters, Wrist
Suspensories
Sweaters
Swimming Suits
Swivel Striking Bags
Swords, Fencing
Swords, Duelling
Tackling Machine
Take off Board
Tapes, Adhesive
Tapes, Marking
Tapes, Measuring
Tees, Golf
Tennis Posts
Tether Tennis
Tights
Toboggans
Toboggan Cushions
Toboggan Toe Caps
Toe Boards
Toques
Trapeze, Adjustable
Trapeze, Single
Trousers, Y. M. C. A.
Trunks, Bathing
Trunks, Velvet
Trunks, Worsted
Umpire Indicator
Uniforms, Base Ball
Varnish for Gut
Volley Balls
Water Polo Ball
Wands, Calisthenic
Watches, Stop
Water Wings
Weights, 66-lb.
Whistles, Referees'
Whitely Exerciser
Wrist Machine

Standard Policy

A Standard Quality must be inseparably linked to a Standard Policy.

Without a definite and Standard Mercantile Policy, it is impossible for a manufacturer to long maintain a Standard Quality.

To market his goods through the jobber, a manufacturer must provide a profit for the jobber as well as the retail dealer. To meet these conditions of Dual Profits, the manufacturer is obliged to set a proportionately high list price on his goods to the consumer.

To enable the glib salesman, when booking his orders, to figure out attractive profits to both the jobber and retailer, these high list prices are absolutely essential; but their real purpose will have been served when the manufacturer has secured his order from the jobber, and the jobber has secured his order from the retailer.

However, these deceptive high list prices are not fair to the consumer, who does not, and, in reality, is not ever expected to pay these fancy list prices.

When the season opens for the sale of such goods, with their misleading but alluring high list prices, the retailer begins to realize his responsibilities, and grapples with the situation as best he can, by offering "special discounts," which vary with local trade conditions.

Under this system of merchandising, the profits to both the manufacturer and the jobber are assured; but as there is no stability maintained in the prices to the consumer, the keen competition amongst the local dealers invariably leads to a demoralized cutting of prices by which the profits of the retailer are practically eliminated.

This demoralization always reacts on the manufacturer. The jobber insists on lower, and still lower, prices. The manufacturer in his turn, meets this demand for the lowering of prices by the only way open to him, viz.: the cheapening and degrading of the quality of his product.

The foregoing conditions became so intolerable that, ten years ago, in 1899, A. G. Spalding & Bros. determined to rectify this demoralization in the Athletic Goods Trade, and inaugurated what has since become known as "The Spalding Policy."

The "Spalding Policy" eliminates the jobber entirely, so far as Spalding Goods are concerned, and the retail dealer secures his supply of Spalding Athletic Goods direct from the manufacturer under a restricted retail price arrangement by which the retail dealer is assured a fair, legitimate and certain profit on all Spalding Athletic Goods, and the consumer is assured a Standard Quality and is protected from imposition.

The "Spalding Policy" is decidedly for the interest and protection of the users of Athletic Goods, and acts in two ways:

FIRST—The user is assured of genuine Official Standard Athletic Goods, and the same fixed prices to everybody

SECOND—As manufacturers, we can proceed with confidence in purchasing at the proper time, the very best raw materials required in the manufacture of our various goods, well ahead of their respective seasons, and this enables us to provide the necessary quantity and absolutely maintain the Spalding Standard of Quality.

All retail dealers handling Spalding Athletic Goods are required to supply consumers at our regular printed catalogue prices—neither more nor less—the same prices that similar goods are sold for in our New York, Chicago and other stores.

All Spalding dealers, as well as users of Spalding Athletic Goods, are treated exactly alike, and no special rebates or discriminations are allowed to anyone.

Positively, nobody; not even officers, managers, salesmen or other employes of A. G. Spalding & Bros., or any of their relatives or personal friends, can buy Spalding Athletic Goods at a discount from the regular catalogue prices.

This, briefly, is the "Spalding Policy," which has already been in successful operation for the past ten years, and will be indefinitely continued.

In other words, "The Spalding Policy" is a "square deal" for everybody.

A. G. SPALDING & BROS.

By

A. G. Spalding
PRESIDENT.

NOV 18 1909

Standard Quality

An article that is universally given the appellation "**Standard**" is thereby conceded to be the Criterion, to which are compared all other things of a similar nature. For instance, the Gold Dollar of the United States is the Standard unit of currency, because it must legally contain a specific proportion of pure gold, and the fact of its being Genuine is **guaranteed** by the Government Stamp thereon. As a protection to the users of this currency against counterfeiting and other tricks, considerable money is expended in maintaining a Secret Service Bureau of Experts. Under the law, citizen manufacturers must depend to a great extent upon Trade-Marks and similar devices to protect themselves against counterfeit products—without the aid of "Government Detectives" or "Public Opinion" to assist them.

Consequently the "Consumer's Protection" against misrepresentation and "inferior quality" rests entirely upon the integrity and responsibility of the "Manufacturer."

A. G. Spalding & Bros. have, by their rigorous attention to "Quality," for thirty-three years, caused their Trade-Mark to become known throughout the world as a Guarantee of Quality as dependable in their field as the U. S. Currency is in its field.

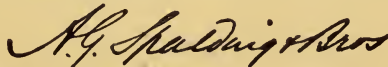
The necessity of upholding the guarantee of the Spalding Trade-Mark and maintaining the Standard Quality of their Athletic Goods, is, therefore, as obvious as is the necessity of the Government in maintaining a Standard Currency.

Thus each consumer is not only insuring himself but also protecting other consumers when he assists a Reliable Manufacturer in upholding his Trade-Mark and all that it stands for. Therefore, we urge all users of our Athletic Goods to assist us in maintaining the Spalding Standard of Excellence, by insisting that our Trade-Mark be plainly stamped on all athletic goods which they buy, because without this precaution our best efforts towards maintaining Standard Quality and preventing fraudulent substitution will be ineffectual.

Manufacturers of Standard Articles invariably suffer the reputation of being high-priced, and this sentiment is fostered and emphasized by makers of "inferior goods," with whom low prices are the main consideration.

A manufacturer of recognized Standard Goods, with a reputation to uphold and a guarantee to protect, must necessarily have higher prices than a manufacturer of cheap goods, whose idea of and basis for a claim for Standard Quality depends principally upon the eloquence of the salesman.

We know from experience that there is no quicksand more unstable than poverty in quality—and we avoid this quicksand by Standard Quality.



SPALDING'S

ATHLETIC LIBRARY

A separate book covers every Athletic Sport
and is Official and Standard
Price 10 cents each

GRAND PRIZE



GRAND PRIX



ST. LOUIS, 1904

PARIS, 1900

SPALDING ATHLETIC GOODS ARE THE STANDARD OF THE WORLD

A. G. SPALDING & BROS.

MAINTAIN WHOLESALE and RETAIL STORES in the FOLLOWING CITIES

NEW YORK

CHICAGO

PHILADELPHIA

ST. LOUIS

BOSTON

KANSAS CITY

BALTIMORE

MINNEAPOLIS

WASHINGTON

SAN FRANCISCO

PITTSBURG

CINCINNAT

BUFFALO

DENVER

SYRACUSE

DETROIT

NEW ORLEANS

CLEVELAND

ATLANTA

SEATTLE

LONDON, ENGLAND

COLUMBUS

EDINBURGH, SCOTLAND

ST. PAUL

SYDNEY, AUSTRALIA

MONTREAL, CANADA

Factories owned and operated by A.G. Spalding & Bros. and where all of Spalding's
TradeMarked Athletic Goods are made are located in the following cities

NEW YORK

CHICAGO

SAN FRANCISCO

CHICOPEE, MASS.

BROOKLYN

BOSTON

PHILADELPHIA

LONDON, ENG.



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